



Preconstruction Survey Results Summary

March 5, 2009

Summary of Results

- Respondents are highly aware and receive information from very “involved” sources.
- Adoption of messaging/accurate information is good but could be better.
- We have good benchmarks for “expectation that project will meet need” and for level of awareness (4.9 and 4.6, respectively).
- Attitude skews a little negative.
- Several comments about process involvement and issues that are no longer up for discussion.
- The locals seem to feel an ownership for the road, they are persistent until they get an answer or understand the “why”

Recommendations

- Concentrate on personal touches, in-person and involved methods of communication.
- It's time for information about MOT and other impact mitigation.
- More communication about “why.”
- More communication about how the public has & does influence the process.
- More communication and clarity relating to process involvement and community input.

Survey Sample: Representative of Audience, Mostly Area Residents

The following survey was administered to 11400 South area residents, businesses and other stakeholders from January - February 2009. Surveys were distributed in person to interested stakeholders, at public meetings and online.

We received 123 responses, primarily from residents (84.1%). Half of the respondents reported that they shop at either or both ends of the project (The District or Wal-Mart shopping areas), and 37.9% reported that they are regular users of I-15. Just over 15% stated that they work in the area, and 6.8% reported that they own or manage a business in the area.

This is fairly consistent with the actual make-up of directly impacted stakeholders: the vast majority are residents and a few businesses (especially in the Redwood Road area) are directly impacted. (See Q4).

Summarized Results per Question

(Q1) Have you heard that construction is starting on 11400 South?

99.2% are AWARE that construction is starting

(Q2) What have you heard recently about the project?

78% have heard ACCURATE/ON-MESSAGE information about the project recently

12% reported INACCURATE/OFF-MESSAGE information

10% responded with mixed / non-applicable answers

Themes (% shown are % of written responses to this question, not of overall sample)

Accurate or On-Message: Named specific work activities (26%), receiving emails and/or attended Meet the Contractor (20%), work is starting (12%)

Inaccurate or Off-Message: I've heard nothing (5%); it's stupid, not needed, waste of money, behind schedule (1% each)

Other: Bury the power lines (1%)

(Q5) On a scale of 1-7, rate your expectation that the project improvements will meet the community's need for better east-west mobility and relieved congestion.

67.9% (just over two-thirds) EXPECT the project to accomplish its goals

23.6% DO NOT EXPECT the project to meet its goals

8.5% were undecided (marked 4)

Weighted rating on 1-7 scale: 4.9

(Q6) On a scale of 1-7, please rate your level of concern about the following construction elements:

MOST were concerned about:

1. Traffic movement during construction (77.5% rated 5-7; 10.7% rated 1-3)
2. Length (duration) of construction (67.5% vs. 18.6%)
3. Safety (59.7% vs. 27.2%)
4. Detours (59.6% vs. 21.5%)
5. Public information (57.3% vs. 39.4%)
6. Property/business access (49.9% vs. 31.3%)

REPONSES were mixed about:

7. Noise (53.2% ranked 1-3; 41.5% ranked 5-7)

MOST were unconcerned about:

8. Maintaining business during construction (60% ranked 1-3; 25.8% ranked 5-7)

Other Concerns Listed in Comments:

All are important/weighted 7 (4), other construction impacts (utility interruptions, etc.) (4), right-of-way (2), medians (2), process involvement (2)

"I am concerned whether the project will improve east-west traffic flow and congestion or add to it."
"Have you really listened and acted accordingly to the residents affected or just given lip service."

(Q7) How INFORMED do you feel (1-7 scale):

58.7% feel INFORMED

21.6% feel UNINFORMED

19.8% were undecided (marked 4)

Weighted on a scale of 1-7: **4.6**

(Q3) How did you hear about the project?

Ranked in order of most to least responses

1. Word of mouth (37.3%)
2. Public meeting (34.3%)
3. Community newspaper (28.3%)
4. UDOT website (25.4%)
5. Road signs (22.4%)
6. Emails (20%, listed in "Other")
7. Flier (18.7%)
8. Neighborhood representative (11.2%)
9. Daily newspaper (11.1%)
10. Project representative (10.4%)
11. See the project in progress (3%, listed in "Other")
12. Personal involvement (2%, listed in "Other")

(Q8) How do you prefer to get information?

Ranked in order of most to least "5-7" ratings

1. Emails (96.1%)
2. Roadway signs (79.7%)
3. Local meetings (52.7%)
4. City website/newsletter (48.8%)
5. Direct mail (48.4%)
6. Fliers (47.9%)
7. News: community/daily paper, etc. (46.4%)
8. UDOT website (44.2%)
9. Neighborhood representative (37.2%)
10. HAR (17%)

(Q9) OTHER COMMENTS AND QUESTIONS

Positive or Negative in Tone? Skewed a little negative compared to other projects.

80% of additional comments were NEUTRAL/POSITIVE in tone – "great" "overdue" "thanks"

20% were NEGATIVE in tone – "waste" "outright lie" "quality of ... life destroyed"

Sense of Community Ownership of the Road

This road is more important for us locals than "the few" who will go "from Daybreak to I-15"

"We pay more taxes than other communities" hence we deserve better

This should be secondary arterial for "us", not a highway for "them"

Process Involvement/Public Information

- We were told x would be happening but we haven't seen/heard anything / I still don't know what's going on about ...
- I want to see if you incorporated our suggestions about ... / I want to see if changes were made after receiving input from citizens / The needs of the community won't be addressed in this project
- You're "keeping us in ignorance"
- "If I ask ... you won't answer"

Frustration about Pre-Emptive Communication and/or Design-Build Method

- "Not getting answers ... because it is design-build ... They see to (sic) avoid answering questions because the road is not designed yet."
- "With the design-build process we have been told ... that you cannot tell us what will happen to us specifically. To have excellent communication with us to tell us nothing is of no value."
- "I feel I do not get the full truth about what to expect during construction. Design-build seems to construction as you design. When I ask a question, I get 'oh we are only 30% finished with design, so I can't answer your questions now!!!"

Comments on Past Issues vs. Current Issues

67% of comments were current issues about: right-of-way, medians, emergency access, river trail

33% were comments on past issues: power lines, speed limit, placement of signals, any comments that are related to purpose/need/EIS stages of input